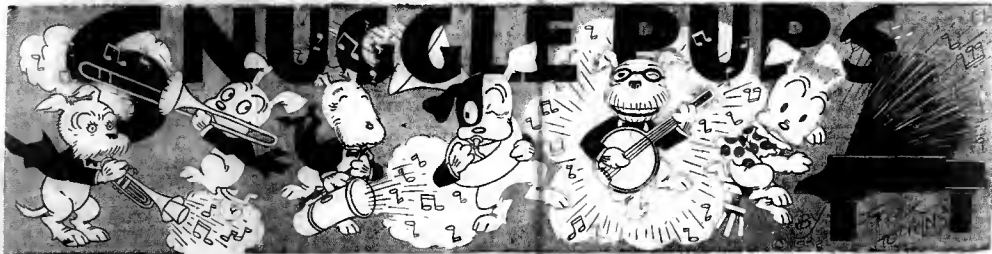


The Snuggles are here!



You will meet Snuggle Pups Tomorrow in the
BUFFALO COURIER

Each Day will bring a new Snuggle frolic. Every Boy and Girl will want to
win a Snuggle Pup.

WATCH THE COURIER TOMORROW!

MEET THE SNUGGLE PUPS

by
FRANK HORKINS



SNUGGLE



DADDY DUMBELL



MOTHER SNUGGLE



LUCKY



VAMP



CUDDLE



JAZZ

THE Snuggle Pup Family are undaunted leaders in Puptown's social activities—having on both sides family trees of the very best dogwood—dating back to several famous Dogberry relatives. On Mother Snuggle's side, one of her greatest granddaughters led the Bloodhound pack chasing Lisa across the ice. He slipped and fell into the cold drink, slipping in the Dogberry bud a famous and useful dog's life.

DADDY Dumbell Snuggle traces one of his Dogwood branches directly back to no other than Mother Hubbard's hungry pup. Daddy D is the only living source of information as to just what happened to his poor ancestor, following the startling discovery that the cupboard was bare. It is a family secret though, and not for publication.

SINCE he became a married pup, Daddy D. also claims relationship to a famous Victoria pup that sits all day and all night with his ear cocked to listen in on the voice of authority.

DUMBELL, JR., is the champion trouble discoverer of all the six lovely young pups that make up Mother Snuggle's and Daddy Dumbell's famous Puptown leading family. He doesn't look like either his father or his mother, but is thought to resemble an uncle on his father's side, who spent most of his life in a dog hospital for the foolish. While he is named after his father, they are not at all alike. Dumbell, Jr., devoting his young life to disobeying Mother Snuggle, Daddy Dumbell devoting his life to obeying her—Jr. will eventually disgrace his family tree with a life sentence in the dog pound.

LITTLE Snuggle resembles his mother, with the exception of one black eye, which is very similar to the design worn by a cousin of hers, who was chasing a cat and bumped into a free Admission for Brother Dumbell keeps little Snuggle more or less in pretty dog-given hot water.

VAMP is a good little daughter, devoting her young life to helping Mother Snuggle guide her young brother's footsteps up the straight and narrow path. Vamp has elected herself head of the family secret service and spills a mean howl now to her mother's ears.

LUCKY is a happy pup, born under a lucky dog star. He put his teeth on a horseshoe and all four of his feet are rabbit's. He looks like his mother and says he wants to grow up to be an automobile bandit or a bank president.

CUDDLE is a book worm and bids fair to become a poet of renown. His doggerel attempts show great promise.

JAZZ is a good little pup, but, confidentially, just a bit egotistical. Somewhere on the Snuggle family tree there must have been a dogfish—and Jazz takes after him. Jazz is a perfect image of his dad.

WHY YOU WILL WANT ONE OF THE "SNUGGLE PUPS"

YOU'VE MET THE SNUGGLES. You'll learn to know them better, for they're the most lovable, laughable, lucky little symbols of happiness ever designed. There's a whole family of them. You'll want every smilingsome of them. And the Buffalo COURIER is going to give you a chance to get any one of "Mother Snuggle's" six pups.

You will find them happy companions for home or office, mantle or desk; children will want them as playmates; you will find them useful as ink-wells, paper weights — an ornament wherever they are put.

There are six little hollow metal pups, every one of them cute as a bug's ear, a mirthful little sextette that no one can resist.

They are unbreakable and light as plaster. Each one is hand colored in beautiful, bright enamel. To own one is to want the complete set of six. The heads are movable on the bodies, and interchangeable. Loud and amusing combinations can be secured by interchanging the heads.

Grown-ups, as well as children, will want the sunshine of the "Snuggle Pups" friendly presence—the pleasure of having the little pups around—to lighten their daily tasks. You'll want to get the Snuggle Pup habit.

EVERY DAY IN LOTS OF WAYS there will be MORE CHANCES to win a Snuggle Pup. Another Prize offer in the BUFFALO COURIER TOMORROW. And the next day, and the NEXT, Variety, Surprises. Barrels of fun. Carloads of Prizes. Let's Go!

How You Can Get a "Snuggle Pup"

HERETWITH is published an outline sketch of "The Dog in the Moon." Cut it out, then mount on heavy paper or light cardboard so it will not tear, then take your pencil and connect up the numbers with a pencil line, starting at No. 1, through 2 and following around to No. 60. This will give you the complete outline of the "Dog in the Moon." Then with water colors or crayons, color the entire picture to suit your best artistic taste.

Artistic blending of colors, originality and ingenuity in decoration, age of contestant, and neatness will be considered in judging. Thus the child six years old has the same chance to win as the man or woman "grown-up."

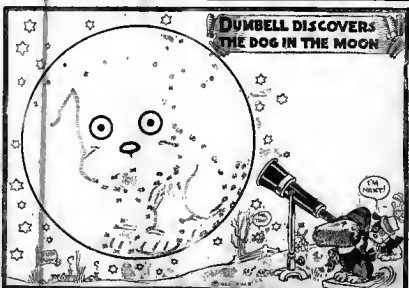
300 PRIZES

FOR THE BEST TEN "COLORUPS" THE BUFFALO COURIER will give FREE to each winner an exchangeable metal head of "Dumbell, Junior," the little Snuggle Pup that discovered the Dog in the Moon.

Write or print your name and address in pencil provided for it in the picture. Address exactly to "Mother Snuggle," Buffalo Courier, Contest No. 1, under Tuesday, November 27, at midnight, when all entries must be in.

Each envelope should contain but one entry. And the envelope should be plainly marked in lower left hand corner "SNUGGLE CONTEST No. 1."

TODAY'S CONTEST---No. 1 SEE RULES AND PRIZES ON LEFT





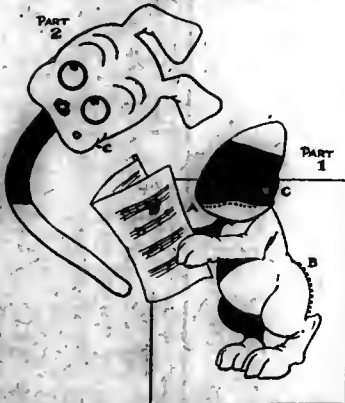
Snuggle Quartette

FROLIC No. 2 22-9 C. H. P. Co.

PART 2

PART 1

This is the way your singing cut-out pup should look when put together.



FROLIC No. 2

SNUGGLE QUARTETTE

Take your scissors in hand, grab a pencil and win your first Snuggle Pup. Ten of them are to be given away today by the Courier for a song. A Snuggly song. Not a whole song; not even an entire chorus. We'll start it—you finish it. Easy; just read the rules below and see.

Yesterday in the Courier the Snuggly Pups made their bow (wow). Each of the six little pups in the Snuggly Pups Family is made of metal, hollow as a hungry little pooch and cute as a bug's ear. They are unbreakable, light as plaster, each colored by hand in lacquer finish, bright tinted enamel. The heads are movable on the bodies, and interchangeable, permitting of ludicrous and amusing combinations. Grow-ups are crazy about them, for they're companionable, lovable, laughable, lucky little symbols of mirth. One look at one of 'em and you forget all your troubles. Old "Doc" Cooze has nothing on a Snuggly. What's more, they're useful. Use them as ink-wells, paper-weights, hair-pin receivers. And they're valuable, for they sell for a dollar apiece. Get one today; you'll want the five others in the set—just to be that many times happier for having them around. You'll find the rules for today's Snuggly contest below at the left. Another fun-making test to-morrow in the Courier. Another one next day, and the next.

HOW TO WIN A PUP.

Contest No. 2

Follow the directions for cutting out and animating the Snuggly Snuggly. Then color it up with crayon, or water color, cutting your own tails. Write

your name and address and your age on the BACK of the cut-out.

Then write (or get Dad or Mother to do it for you) the last two lines of the "Snuggly Song" chorus, which you'll find over at the right. Something snappy, bringing to the "Snuggly Pup" idea.

Fill in your name, address and age, and mail or bring to "Moine Snuggly," the Courier before Wednesday midnight when Contest No. 2 closes. Write in the lower left-hand corner of the envelope "Snuggly Contest No. 2" if you prefer you may use another sheet of paper for the chorus and your name and address.

Five metal Snuggly Pups will be awarded for the best color-ups. Another ten Snuggly Pups will be given for the best "last lines" for the chorus.

Start today and win one pup, then another next week, then another the following week, and you'll soon have the whole Snuggly Family.

Directions

First paste on cardboard, then cut out "Part 1." Cut slits on dotted lines "A" and "B." Now cut out part 2 (Head and tail). Insert tail through slit "A" and "B" (back of pup). Stick pin or tack through pup's face at small circle marked "C" and through same circle "C" on part 2. Move tail up and down to make Pup sing.

"The song that nerves a nation's heart is in itself a dead."

LET'S WRITE IT!

Here's the start of the Snuggly song:

BY THE SNUGGLE QUARTETTE

Cuddie Snuggly—Bass.
Lucky Snuggly—Alto.
Vamp Snuggly—Tenor.
Jazz Snuggly—Soprano.

VAMP—

We are the pups you've read about.

CUDDLE—

Oh, we! Oh, we! Oh, we! Oh, we!

LUCKY—

And be you thin, or be you stout.

JAZZ—

Oh, we! Oh, we! Oh, we! Oh, we!

CUDDLE—

We'll make you laugh your insides out.

LUCKY—

Oh, we! Oh, we! Oh, we! Oh, we!

JAZZ—

We're built for mirth, there is no doubt.

VAMP—

Oh, we! Oh, we! Oh, we! Oh, we!

CHORUS—(Just part of it)—

Oh, we are the snuggly Snuggles.

Cute as a bug in a roggies.

And be you thin, or be you stout.

We'll make you laugh your insides out.

For fun, our faces can't be beat.

No home without us is complete.

NOW YOU FINISH IT:

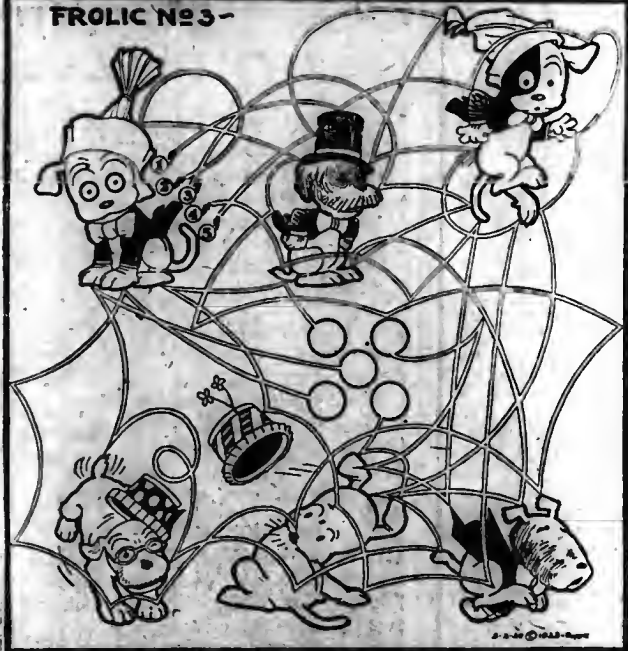
(Write your last lines here.)

(No, no music is to be submitted. Dumbell has written the score and Jam is furnishing the orchestration.)

Your Name

Address

FROLIC No 3-



FROLIC NO. 3 MOTHER SNUGGLE'S FLEA- TRAPS

The Story of a Great Invention

Mother Snuggle had told Dumbell, Jr., time and time again not to play with the Bad-Bill-Bull children. You know Dumbell. As usual, he disobeyed. And what did he come home with but one of the most nervous fleas in Puptown riding on his back.

Now, Mother Snuggle always gives her pups a bath every night. But Dumbell felt so guilty that he sneaked off to bed without getting his tub-tog.

As soon as he was fast asleep the flea, which had come home hidden in his coat pocket, slipped out on the front porch of Snuggle Inn and let out a loud howl.

And why did he howl? Because, dear children and grownups, he was the leader of Puptown's fiercest flea pack. And his howl was a command from his bravest followers to join him for the big feast at Snuggle Inn. The four flea-tot fleas that arrived first,

he cautioned to walk on their tip toes and led them back inside.

Each flea was assigned to a Snuggle Pup and told to go to it while the feasting was good. Along about 3 o'clock in the morning the noise from the scratching roused Mother Snuggle, who arose and hastened to rid her pups and home of these most unwelcome guests.

But scratch and bite and roll as they would, not a flea was to be caught. By this time it was morning and the Puptown stores were open. Putting on her hat, Mother Snuggle hurried to the hardware store and bought five flea traps.

Carefully baiting each one of these with a tiny piece of Whiffenpoof, she set the traps in the middle of the parlor and oh, Roy, not digested dog and two hot razors, no more were these five traps set than the fleas were caught and the scratching was over.

But how were the five fleas caught, each in a separate trap? That is up to you to find out. Look at the drawing. Then read below the picture how to work out the puzzle and win a prize.

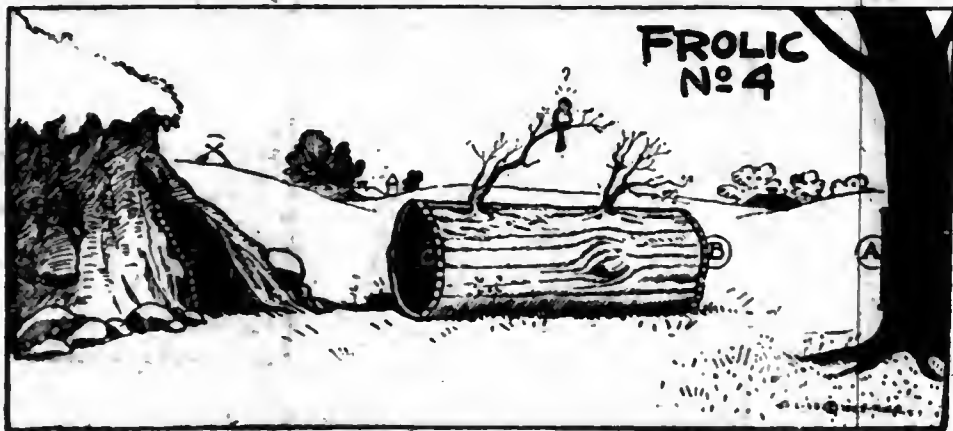
Today's Snuggle Prize.

Each flea, just hopping from the back of "Lucky," has a number. The trick is to trace the jumps as they hop from pup to pup, until they finally land in a trap. Each one has his own special trap and each number has to be traced to its particular circle in the center of the picture. When you are sure each one is in the right trap, enter the number of that particular flea in the circle where you have put him.

Then color up the bodies and the tails of the little pups and you are through.

First, to win a prize, all the fleas must be in the right traps. Then to the ten children who send in the most attractive color-ups, using water color or crayon, as you wish, there will be awarded one full size Snuggle Pup each.

This is Contest No. 3 of the Daily Courier Snuggle Pup Series. When you have filled in the circles and colored up the pups, inclose it in an envelope addressed to "Snuggle Contest No. 3, The Courier.



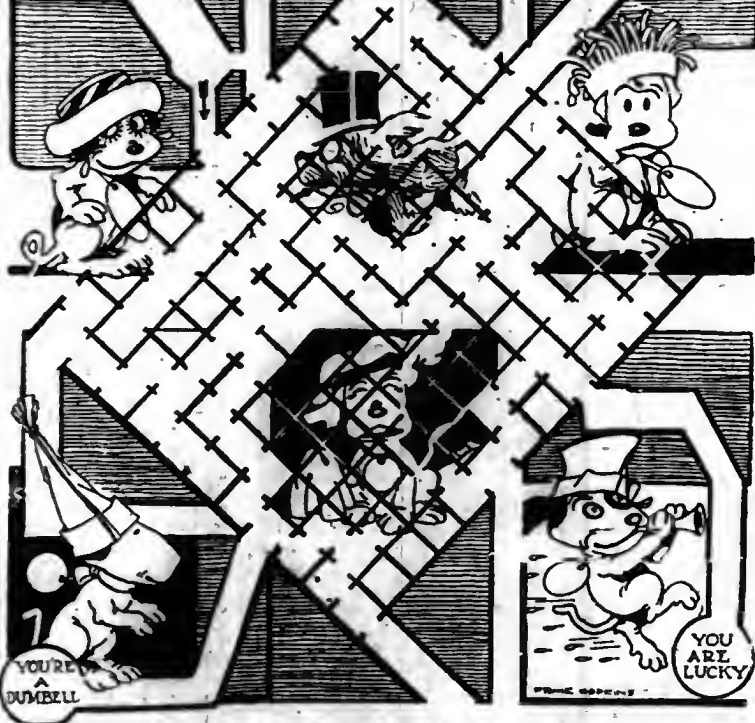
CUT ALONG
THIS LINE
TO GET
THE RABBIT

FROLIC No. 4—RUDOLPH RABBIT—Shakes a Speedy Hoof.

Just cut it out and mount it, cutting slits where indicated, and running joined strip through, to make a moving picture. (And usual prize directions.)

FROLIC NO. 5

START
HERE



FROLIC NO. 5—IF YOU COME OUT LUCKY, YOU WIN

It is a "maze," and all you have to do is to trace a path through the maze with your pencil, without crossing a black line. You start in the upper left hand corner. If you come out in the lower right hand corner, you are lucky.

Ten models of the Snuggle Pup Cuddle will be given as prizes to the ten contestants whose entries are correct and are judged the neatest.

After you have traced the path through the maze clip it out, attach a separate sheet of paper containing your full name, age, and complete post-office address, and mail it to "Snuggle Pup Frolic No. 5," The Courier.

JAZZ TICKLING THE IVORIES



SNUGGLE
PUP
CANTOR



**SNUGGLE
PUP FROLIC
No. 15**

**SNUGGLE PUP FROLIC No. 15—FINISH THIS PICTURE AND WIN A PUP.
HOW TO WIN A PUP.**

Take a pencil and start at No. 1, then trace through the numbers until you have filled in all the missing lines, and have drawn the complete picture of our happy little friend Jazz, at the piano, playing Eddie's Snuggle "Cantor."

As soon as you have made the tracing complete, go ahead with your pencil, or with your color crayons, or water colors and add whatever artistic touch your good taste dictates. You Snuggle Pups will be given as prizes for the most artistic entries. Blending of colors, neatness and your age will be considered in judging. If you haven't any water colors or crayons, don't think you are out of it. Even if you only use a black pencil, and it is done neatly, you will stand just as good a chance. There's an equal chance for young and old.

When completed, attach a separate slip of paper to your entry, giving your full name and complete postoffice address and your age, so the prize will be sure to reach you, and mail it in an envelope addressed like this: "Snuggle Frolic No. 15," The Courier.

THE SNUGGLE PUPS

TALK TOO MUCH WITH THEIR FEET!

FROLIC No. 27

NOW PUPS TAKE HEED—MY HOUSE IS CLEAN
BELIEVE ME, WHAT I SAY I MEAN!
DON'T PLAY NEAR A SINGLE PUDDLE!
DON'T PLAY NEAR A SINGLE PUDDLE!



YOU HEARD MA SAY
WE MUST NOT PLAY

OF COURSE WE'LL TRY
TO KEEP QUITE DRY

BUT LET'S GO NEAR—
SAY—JUST TO MOLE—

I CAN'T BITE
AND NOT GET WET



A LITTLE DIRT—

I GUESS WON'T HURT

WE'RE JUST IN SIZE,

TO LIKE! MUD PIES!



NOW WE'VE HAD FUN
IT'S TIME TO RUN!

AND CLEAN UP SO
NO ONE WILL KNOW

TO SCOOT FOR HOME,
AND BRUSH AND COMB

LET'S GO
LET'S GO



WE'VE WASHED UP NEAT
AND TET OUR FEET

I GUESS HAVE
BROUGHT

IN MOST
IN STREET



WHAT DO MOTHER SNUGGLE
SAY IN THIS SPACE?



© 1937 The Snuggle Pup Co.

THE SNUGGLE PUPS FROLIC No. 27—For the benefit of grown-ups who are trying to get started on acquiring a Snuggle Pup a subject that will appeal to them has been chosen for today.

Here is how they can win a Pup for themselves. Or, if there's a child around the house, the grown-up can help the youngster to work it out.

Read the Snuggle Pup comic story in the accompanying cartoon. Then decide what you would say (in the last panel) if you were "Mother Snuggle." Write your quotation in prose or verse.

Send it in on a sheet of plain paper, with your full name and complete post-office address addressed to "Snuggle Contest No. 27, The Courier."